

## Two Emerging VoIP Solutions generation d

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### Network-Based

- ⌘ Centralisation
- ⌘ Easy enhancements
- ⌘ Cost efficiency

### Equipment-Based

- ⌘ Proprietary equipment
- ⌘ Capital investment
- ⌘ Equipment obsolescence

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## IP Communications

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# IP Com provides an outbound voice offering  
utilising WorldComs managed IP network

# IP Com allows you to maximise your  
communications infrastructure by combining  
voice, data and internet traffic over a single  
network

# IP Com is based on SIP signalling technology in  
which WorldCom are the industry technology  
leaders

# IP Com provides a futures path, through new  
added value features and applications

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**WORLD.COM****Customer benefits**

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<u>Feature</u>	<u>Benefit</u>
Forced on net. Private dial plans	Efficient inter company communication
New features & services introduction	Efficiency and cost savings
Moves and changes are easier to do.	Time and cost saving. Staff efficiencies
Integrated services 'one network'	One stop shop Central communication point
Maximise bandwidth usage	Better utilisation. Increase ROCE

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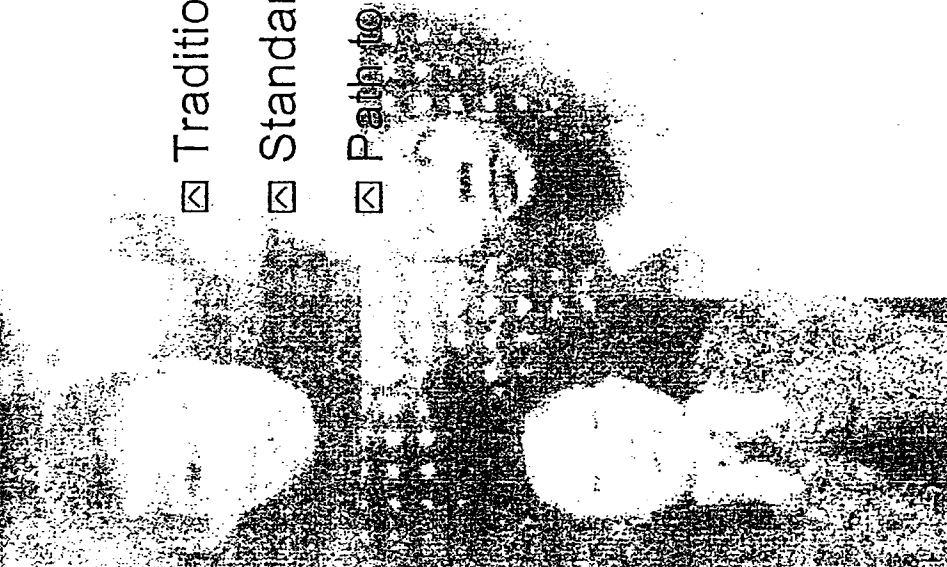
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## Feature-Rich Environment for Today and Tomorrow

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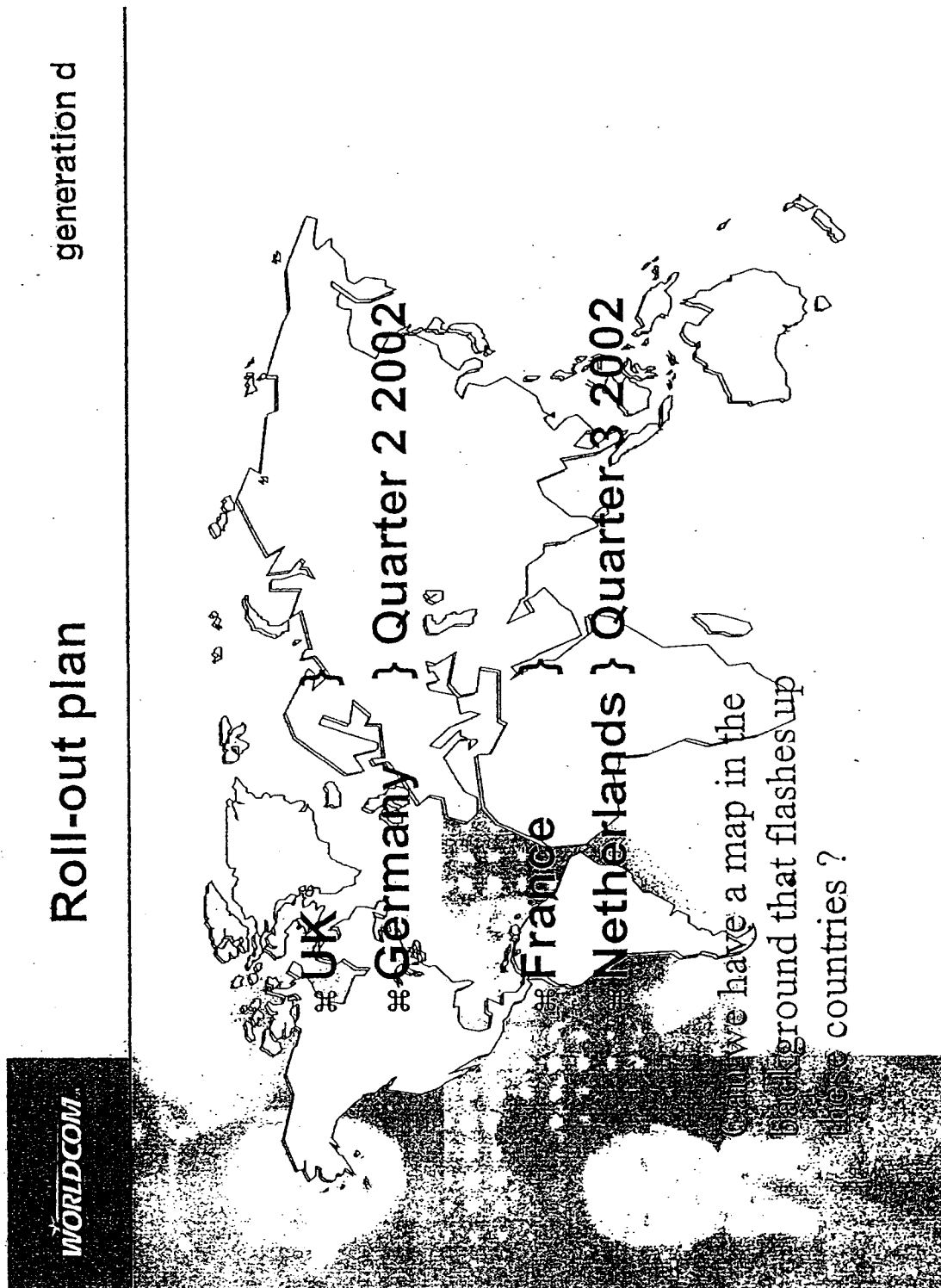
- ☒ Traditional Outbound Features
- ☒ Standards-based environment
- ☒ Path to new features

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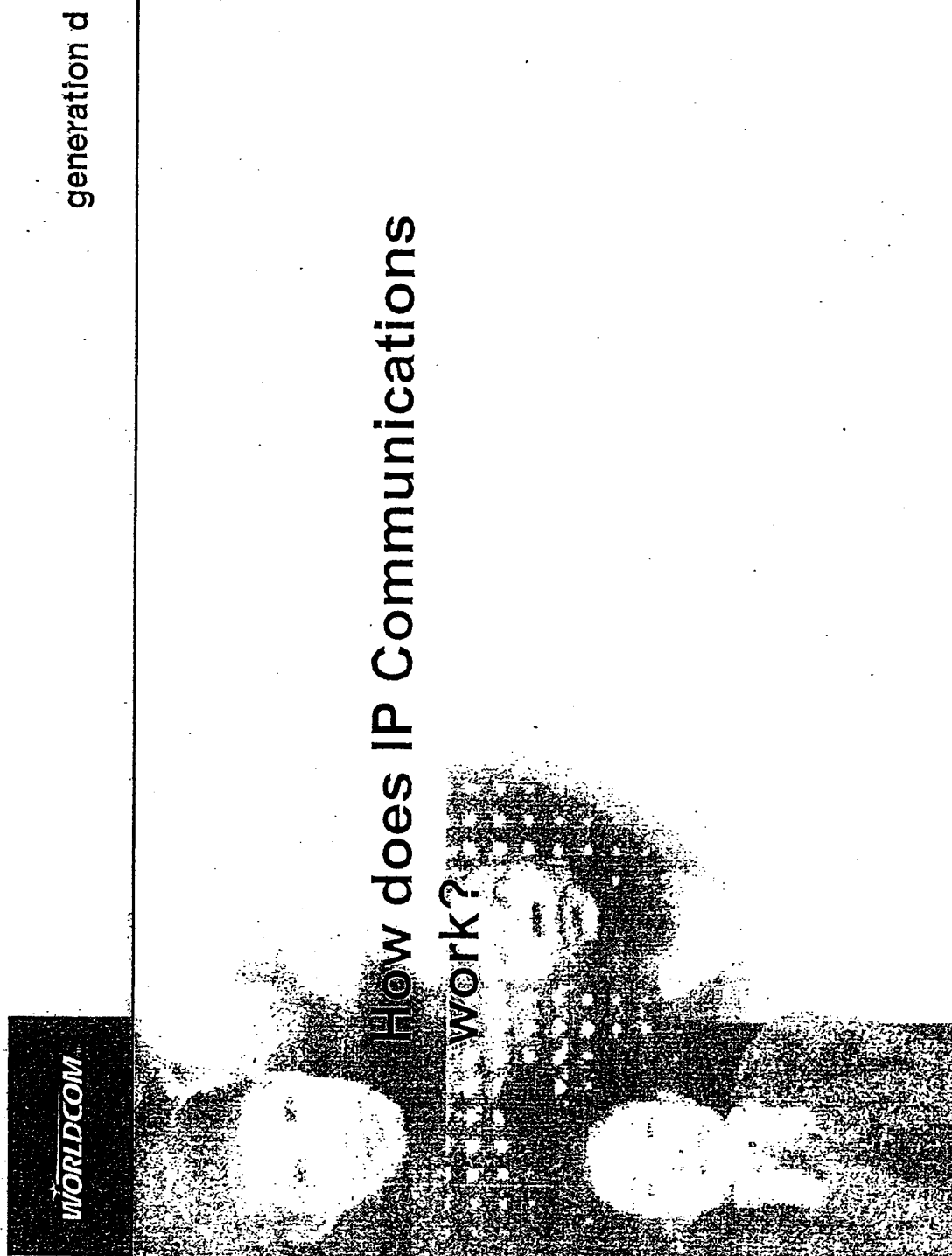
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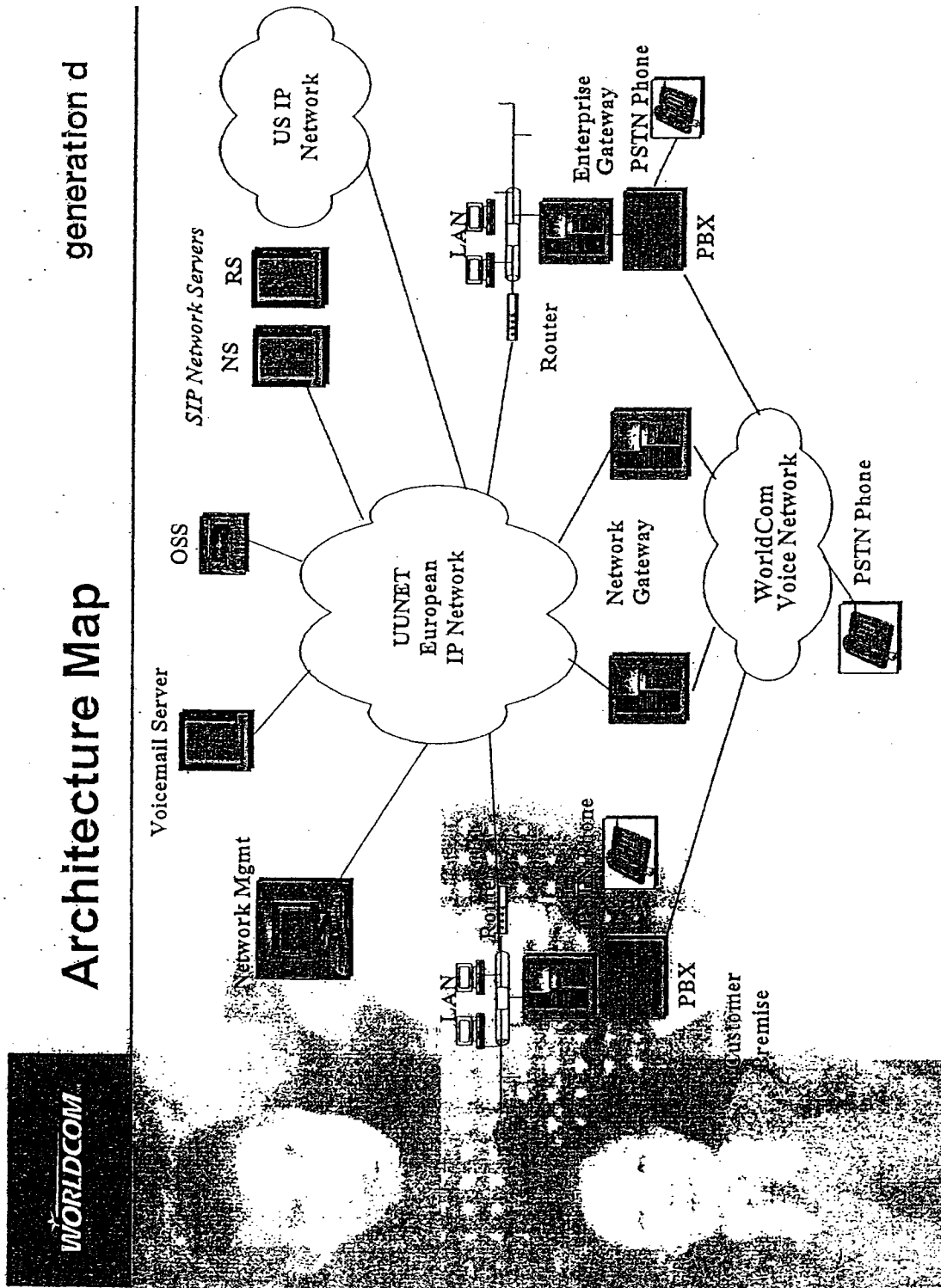


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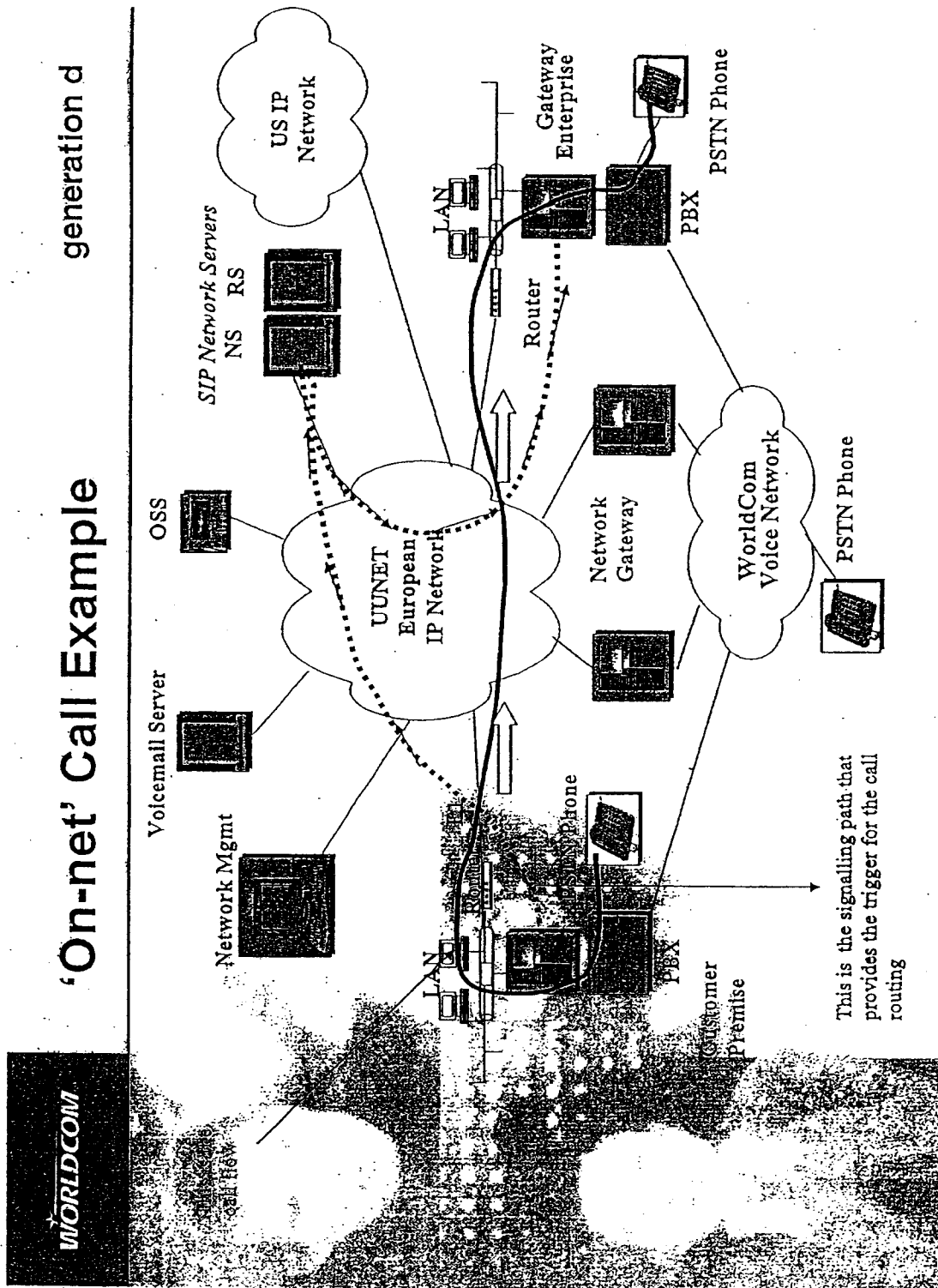


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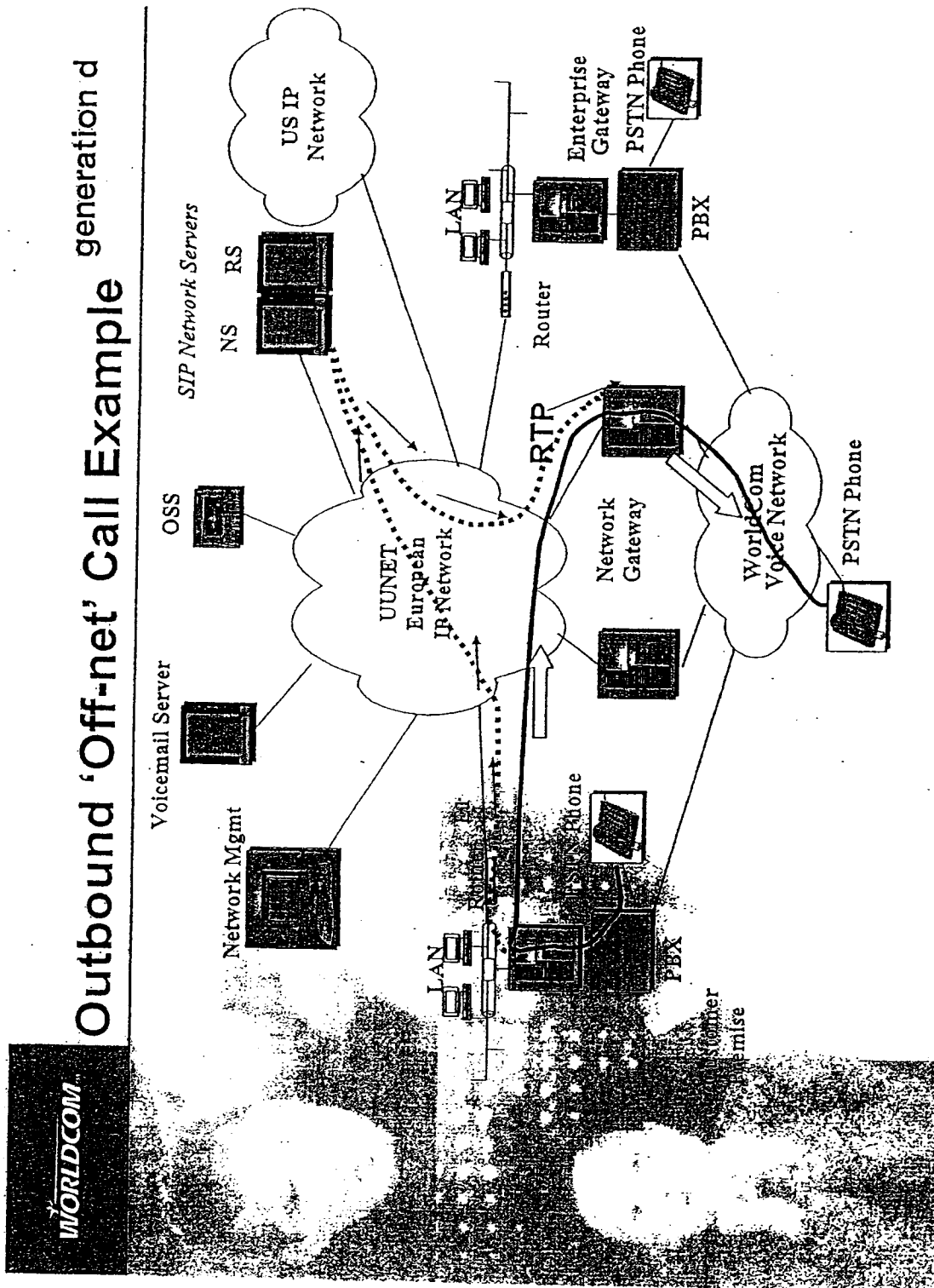




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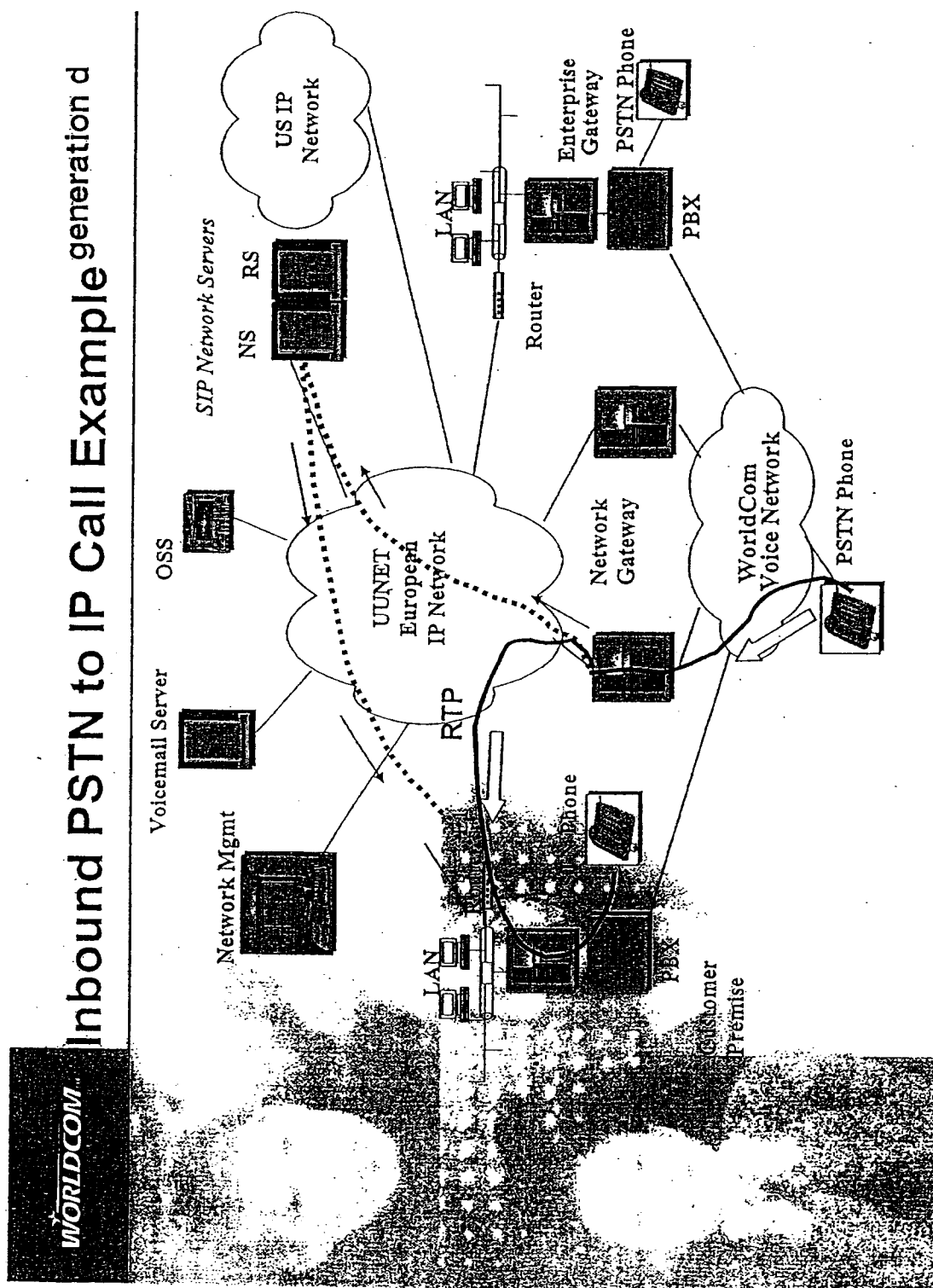
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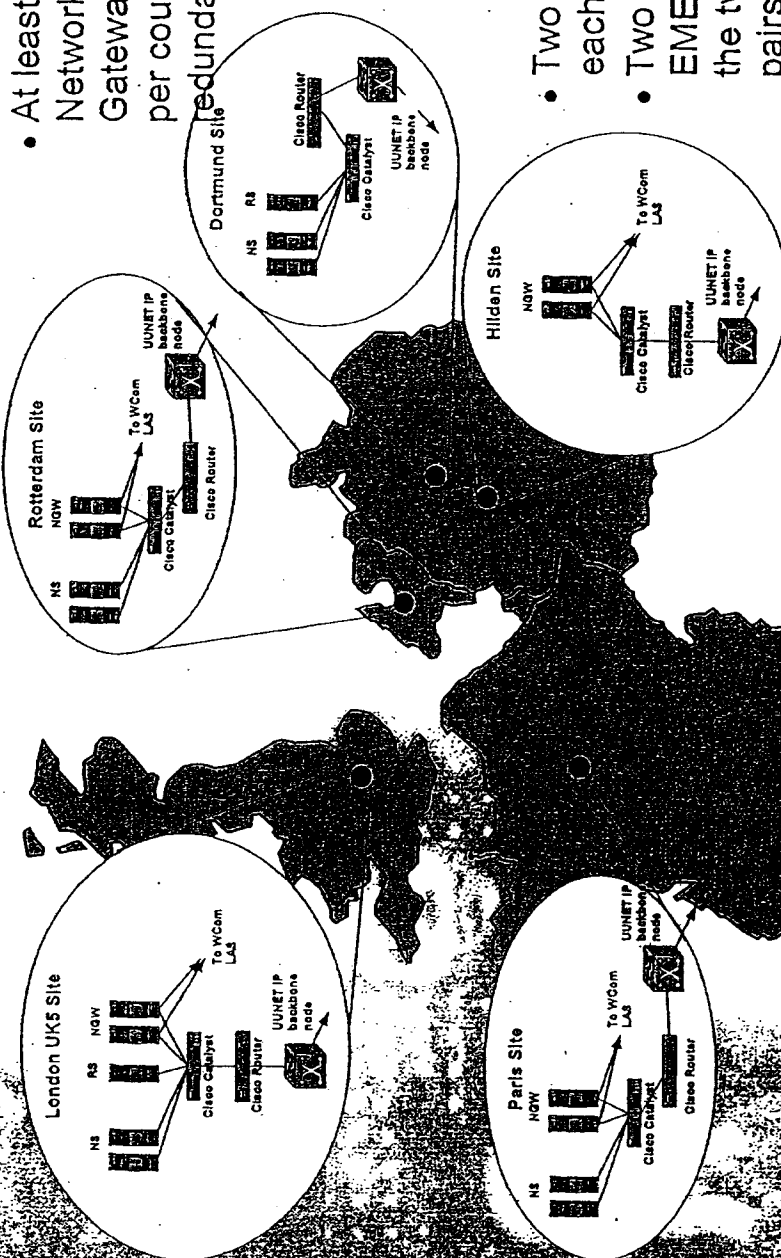
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# EMEA Network Topology

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- At least two Network Gateways chassis per country for redundancy
- Two NS in each country
- Two RS in EMEA, with the two US RS pairs for fallback



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## Architecture Network

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### SIP enabled architecture

WorldComs Legacy UNet IP Network.

- High Bandwidth Managed Network
- Spans more Europe and the Pacific Rim
- More than 1.6 million modem ports
- High levels of reliability
- Redundant and diverse paths

Uninterruptible power supplies at every switching node

Interoperability with the PSTN Circuit Switched network

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## Which access methods?

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⌘ From launch:-

- WorldCom Internet Dedicated
- Based on 'Tiered' Edition
- Customers provision enough bandwidth for today and tomorrow
- 2Mbps or 34Mbps circuit
  - ⌘ Select appropriate access speed
  - ⌘ Can change bandwidth speeds within 48 hours

Good for 'high-end' users who

- ⌘ Can predict their requirements
- ⌘ Plan to grow steadily
- ⌘ Need to understand and control costs

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## Session Initiation Protocol (SIP) generation d

SIP is a flexible, scalable, standards-based call control protocol that establishes and terminates media sessions.

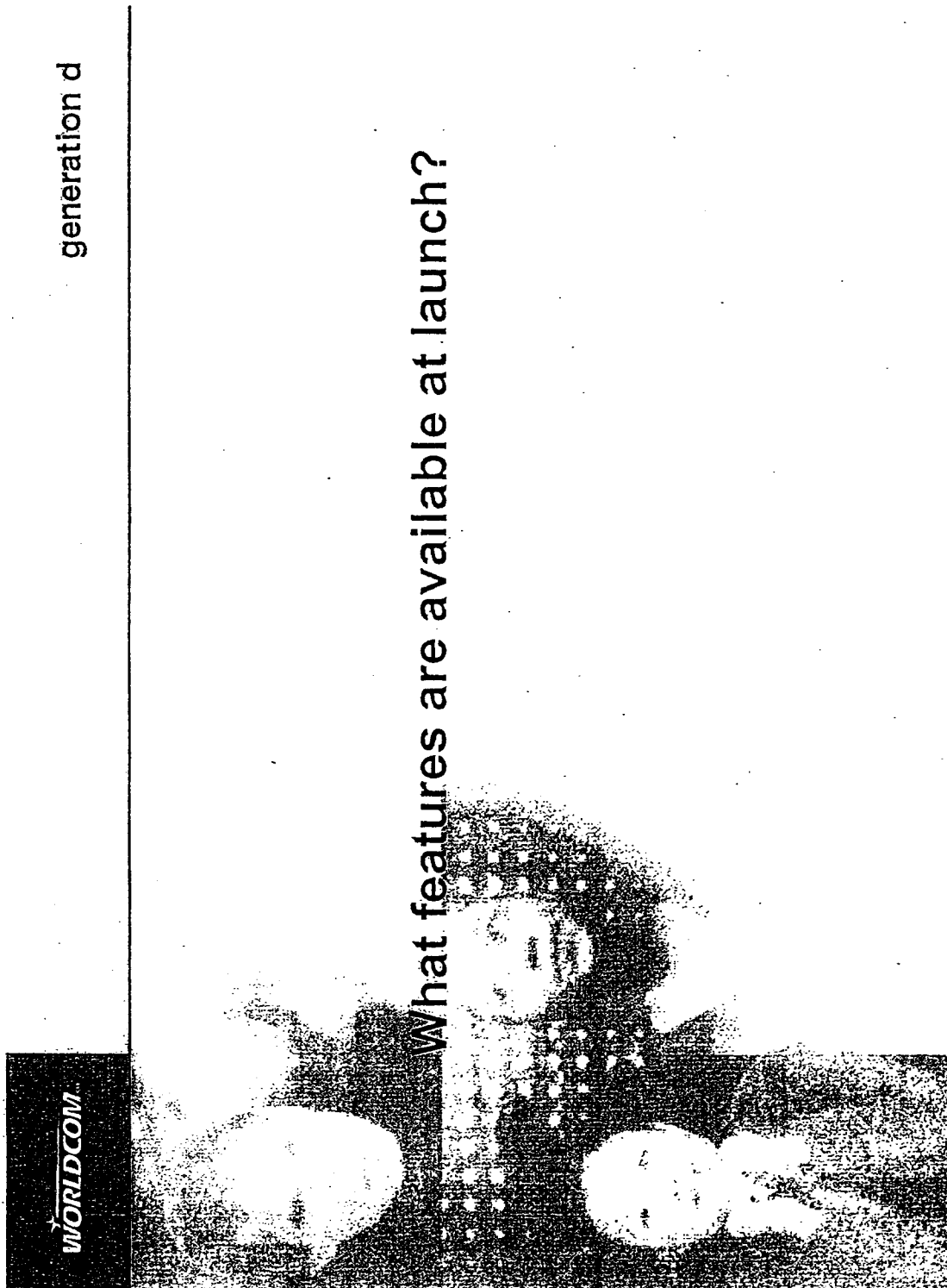
*"WorldCom, out of all the large service providers including the large RBOCs and the large IXC's, has been the most vocal in laying out exactly what their vision is for the delivery of enhanced voice services via a SIP-based IP platform."*

Source: Joe Glavin, Yankee Group, August 2001

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## Features at Launch

- ⌘ Single access pipe
  - Data applications
  - Internet
  - Inbound and Outbound Voice
    - ⌘ Local, National and International
    - ⌘ Mobile
    - ⌘ Emergency Calling
    - ⌘ Freephone (not GIS)
    - ⌘ Directory Enquiries
    - ⌘ Number Portability
- ⌘ Private Dial Plans
- ⌘ Forced on-net routing
- ⌘ Network Based Voicemail

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## What is Private Dialling Plan? generation d

\* Private dialling plans ease inter-site communications

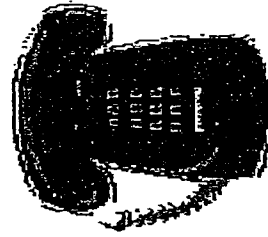
They are 'short codes' that replace the need to dial complete digit strings

Dialling Plans can be of any length between

2 to 15 digits

7 digit dial plans are traditionally the most popular

The digit analysis and routing decisions are done in the Redirection Server



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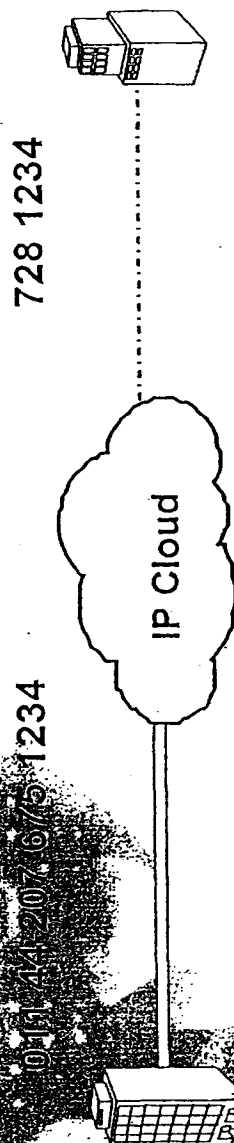
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## Forced On-net routing

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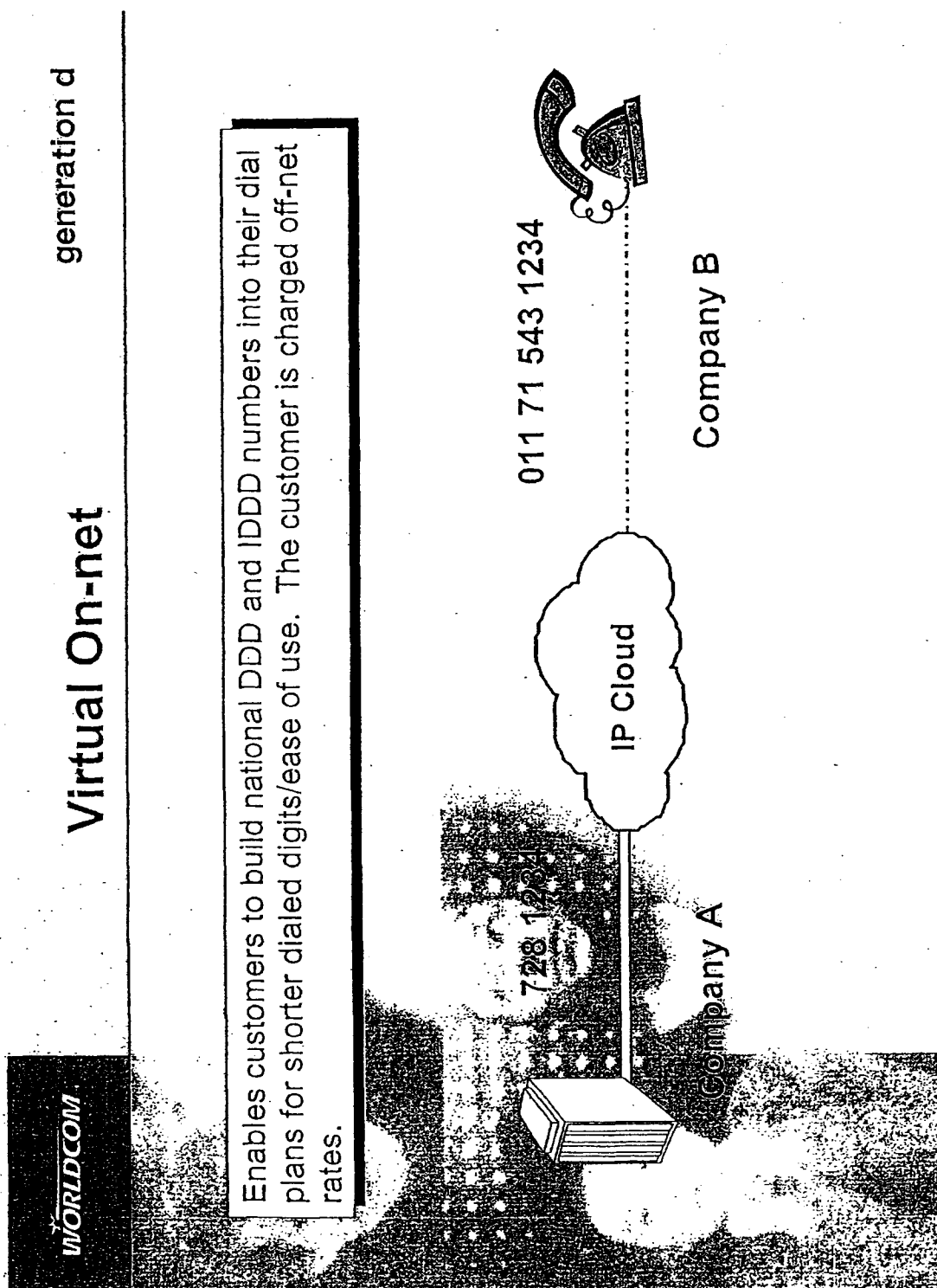
- ⌘ Enables customers to take full advantage of the unlimited 'on-net' calling proposition

The user dials the PSTN number, the network recognises it, and "forces" the PSTN call onto the IP Communications network using digit translation. Customer can define all numbers that terminate to a dedicated location to ensure they are rated correctly.



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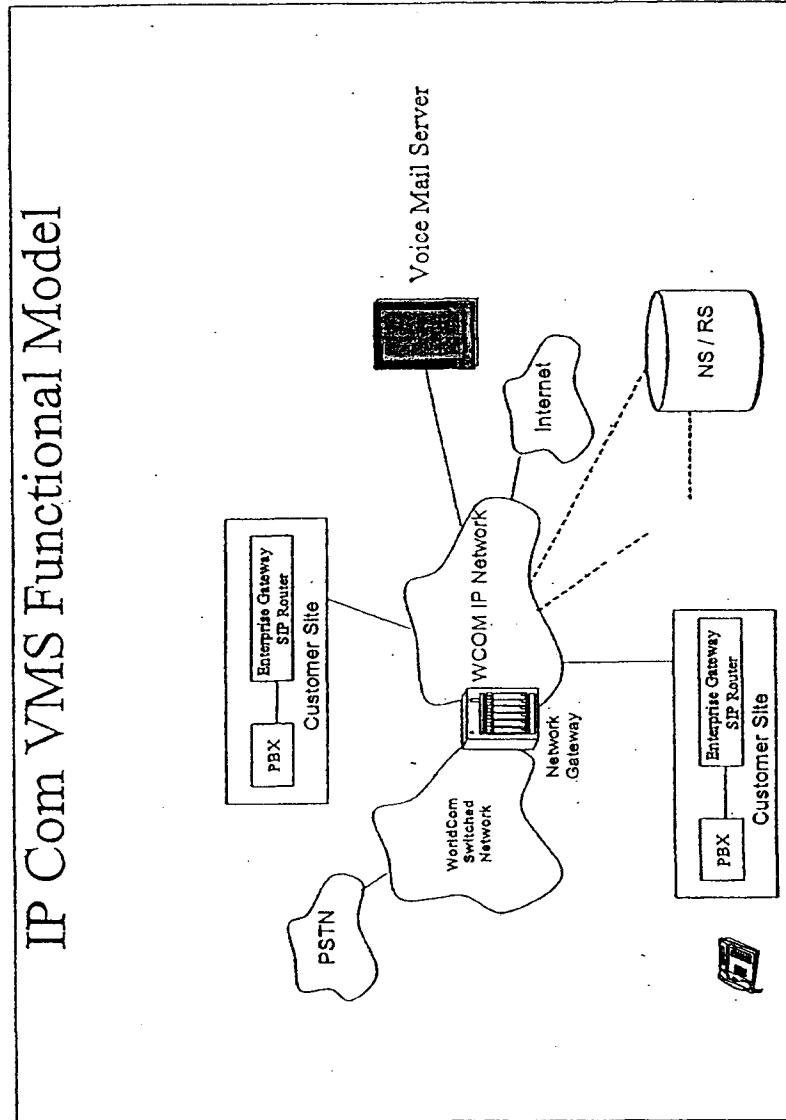
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# Network Based Voicemail generation d

## IP Com VMS Functional Model



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## Network Based Voicemail

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⌘ Network based 'message management' system allowing users to receive and manage incoming messages and voice calls

⌘ The IP Communications Voicemail application comprises voice mail, call answering and messaging solution with personal notification services

⌘ Provides customers with a cost effective, flexible voicemail solution with a defined roadmap

⌘ Features include

- Message waiting notification
- Fax mail message retrieval

⌘ Future development will allow unified messaging features to be offered to customers

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## Marketing Proposition



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## Market Strategy

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- ## Launch IP Communications as a simple voice service
- ## Simple introductory sale targeting multi-site customers.
- ## Obtain customer lock-in
- ## Gain increased share of customers
- ## Communications spend
- ## Move the customer up the value chain with future enhanced services
  - Voicemail will be the first Value Added Service

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## Target Customers

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### • New Voice customers

• Existing Unet customers with an installed access

link

### • Corporate and GAM multi-site customers

- With high inter-site traffic flow
- High network management costs

### • Early adopters'

- Interest in a technology trial - typically existing network overlay
- IP Communications is an enabler for future converged applications

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## Market Approach

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### ⌘ Stage 1 (Q2+, 2002)

- Multi-site Companies
- Simple voice requirements
- Network based Voicemail with FMFM functionality (Quarter 3)

### ⌘ Stage 2 (Q4+, 2002)

- Multi-site Companies
- VPN, Centrex, Feature-net substitution

### ⌘ Stage 3 (Q3+, 2003)

- Single sites
- Desktop services
- Enhanced services

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